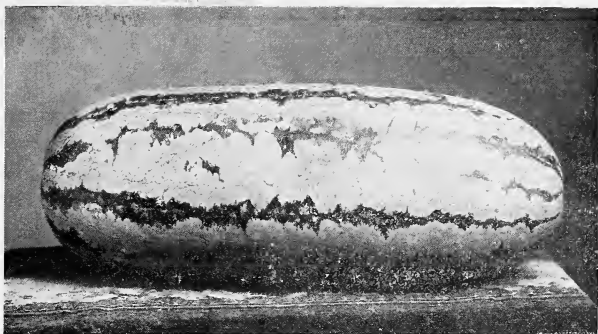


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.





BRANCH'S GENUINE Rattlesnake Watermelon THE KING OF WATERMELONS

This Melon Surpasses all Other Varieties in Quality and is a Splendid Shipper. It has Netted Good Returns in Glutted Markets When Other Varieties Would Not Bring Freight Charges.

BERZELIA, COLUMBIA COUNTY, GA.

Forty years ago this section of Georgia was celebrated for its fine melons, the Rattlesnake being the only variety planted; but a great many growers seemed to think what they could get from a distance was better than what they had at home, and concluded to introduce other varieties. The result of this experiment was they had a lot of hybrids—nothing pure of its kind. I continued to pin my faith to the Rattlesnake, and under a careful system of cultivation and selection of seed I unhesitatingly say I am now offering for sale seed of the finest watermelon in the world. My seed are of uniform quality, no distinction between the seed I furnish to my customers and those I plant for my own use. I have never had a single complaint of my seed during the many years I have been selling them, and, if necessary, could substantiate this claim by hundreds of testimonials. So-called Rattlesnake seed are sold at a lower price than I sell mine, but it is false economy to buy such seed, and money is both saved and made by buying reliable seed. In quality and flavor this melon is unsurpassed. It has thin but tough rind, which makes it a good shipper, flesh deep scarlet, very sweet and delicious. This strain has been kept pure for forty years, and I can safely say I offer the only genuine Rattlesnake melon seed to be found in the United States. Remember when you purchase seeds from me that you are buying from a grower who has a national reputation.

PRICE—1 ounce, 15 cts. 2 ounces, 25 cts. 1-4 pound, 40 cts. 1-2 pound, 60 cts. 1 pound, \$1.00. 5 pounds, \$4.50. 10 pounds, \$8.50. Delivered anywhere in the United States, Canada or Mexico. Remit by registered letter or money order on Berzelia, Columbia County, Ga. M. I. BRANCH.

A Few of the Many Criticisms of Branch's "Genuine Rattlesnake" Watermelons by the Press

Georgia's Banner Fruit

On Exhibition at the Terminal Station

Luscious Rattlesnake

Melons at the Georgia Railroad Exhibit Centennial.

In passing through the Georgia Railroad exhibit at the terminal building, Centennial grounds, this morning, the writer stopped before a new exhibit, consisting of four magnificent Rattlesnake melons from the farm of the Hon. M. I. Branch, near Berzelia, Columbia County, Georgia, and adjacent to the line of the Georgia road. Many melons are to be seen in Nashville; many fine Kolb Gems are on exhibit from Alabama, but nothing like these great striped beauties has yet been shown. In size they are superb, but the chief glory of these melons lies in the extreme delicacy of flavor, and in the rich and luscious color of the fruit, surpassing as they do, even their great rival, the Kolb Gem, whose value is lessened when compared to the Rattlesnake by the coarseness of its meat.

The grower certainly deserves unstinted praise for the handsome specimens which he has sent, and they add very materially to this already fine exhibit. On all sides we hear from the visitor: "Oh, there are real Georgia melons," and they are correct, for Georgia has long held the banner for producing the finest melons grown in this country, and the visitor from the North and West, who has been so often deceived into purchasing an inferior quality of melons masquerading under the name of "Georgia," has often expressed surprise at seeing no specimens of Georgia's banner fruit on exhibit, and to Mr. Branch is due the honor of satisfying this desire. So well has he done it, that with difficulty can the melons be kept on exhibit, so eager are our friends to explore the hidden depth of this luscious fruit, and feast on its delicate interior.—*Nashville Banner*.

"Took First Prize"

CINCINNATI, Sept. 11.

MR. M. I. BRANCH, Berzelia, Ga.

Dear Sir: Received your favor of the 8th. Your car of Rattlesnake melons No. 5001 took first prize offered for the Rattlesnake melons. We enclose you New York exchange for \$10. It is as fine a watermelon as is in this market this season. Rattlesnake melons have sold away ahead of any other melon on this market, and we would recommend customers for another year to plant at least two-thirds of seed Rattlesnake.

Triumphs were not as good as usual. They invariably cut green. As they are considered the next best melon to Rattlesnakes, it made the Rattlesnake that much more easy to sell.

Very truly yours, .

C. M. DAVIDSON & CO.

"The Watermelon King"

The finest watermelons ever seen in Atlanta have just been sent here by the Hon. M. I. Branch, the watermelon king, of Columbia County. They are the genuine Georgia Rattlesnake variety, and a more luscious fruit never grew on the watermelon vine. The melons are from two to three feet long, and weigh from thirty to fifty pounds. They are grown by Mr. Branch, who has long since established a national reputation for the excellence of his melons. Of all watermelons the best are those of the Rattlesnake variety. Others have been tried in various experiments, but for standard excellence and every-year success, the Rattlesnake is the king of the melon market, and those grown by Mr. Branch are the best specimens of the type to be found in Georgia.

Those who saw Mr. Branch's shipment to Atlanta were loud in their admiration of the superb specimens of this great Georgia product. Mr. Branch's melons, by a careful system of cultivation, have improved every year in size and flavor, until they have now reached a standard of excellence which makes them the most perfect specimens of watermelons exhibited in Georgia in a long time.—*Atlanta Constitution*.

Branch's Genuine Rattlesnake Watermelons

Thirty years ago the counties contiguous to Augusta, Ga., enjoyed a well-deserved reputation for their famous Rattlesnake watermelons, this being the only variety planted; but a great many farmers seemed to think what they could get from a distance was better than what they had at home, and brought in many kinds of melons, the result of which was a lot of hybrids of inferior quality. To undertake to plant from the seed of such melons simply meant numerous worthless varieties, none pure of its kind.

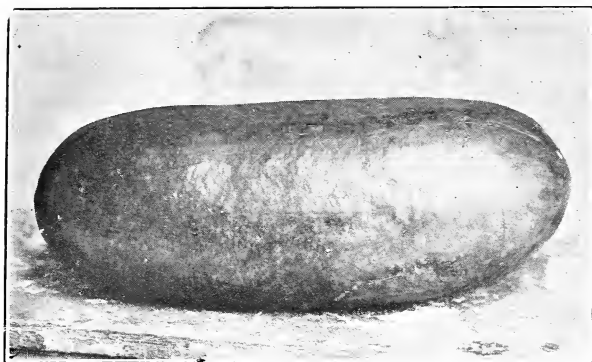
Mr. M. I. Branch, of Berzelia, Ga., stuck to the good, old-fashioned Rattlesnake, and would have none of the new-fangled melons on his plantation, and is still producing the genuine Rattlesnake, the king of the melon market, which has been highly improved under a system of the most careful cultivation.

Mr. Branch's reputation as a melon-grower has become national and Branch's Rattlesnake seed are used in all parts of the United States and the demand for them last year was so large that he could not supply it. Mr. Branch claims his seed to be the only genuine Rattlesnake to be found in Georgia, from the fact that he has never permitted any other variety on his plantation of fifteen hundred acres, and in this way has kept the strain pure for the past twenty-five years. J. H. Alexander, one of the largest seed dealers in the South, visited Mr. Branch's crop while growing, and pronounced it to be the only one he had ever seen without a single hybrid in it.—*Southern Cultivator*.

If there is any one thing that Mel Branch knows more about than nine-tenths of humanity it is the Georgia watermelon. Mel has studied the art of growing melons, and it is a science and art combined to raise the best melons, and he is entitled to the name—the watermelon king. A real good Georgia Rattlesnake melon is something with which to tempt the gods. Write to Mel Branch, Berzelia, Ga., if you want to get the best.—*Exchange*.



62.19



WATSON MELON

This melon originated in this section in 1905. I shipped the first car load of this variety in 1907 and they became at once very popular.

It is a good shipper, very prolific, and of fine quality. Color dark green, deep red meat with mottled seed.

Prices: 1 oz. 15c; 2 oz. 25c; $\frac{1}{4}$ lb. 40c; $\frac{1}{2}$ lb. 60c; 1 lb. \$1.00; 5 lbs. \$4.50; 10 lbs. \$8.50, delivered.

Remit by registered letter or money order on Berzelia, Georgia.

M. I. BRANCH.

